



ESC Web Site Hyperlinking Policy

**ESC Web Department
Membership Services**



**EUROPEAN
SOCIETY OF
CARDIOLOGY**

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1 DEFINITIONS

- “The ESC” is, and is used interchangeably with, “The European Society of Cardiology”.
- “The ESC Web Site” is, and is used interchangeably with, [escardio.org](http://www.escardio.org) (www.escardio.org).

2 FOREWORD

Hyperlinking to, or from, the European Society of Cardiology Web Site, communicates valuable information to healthcare professionals and the public, helping the ESC in its mission to improve the quality of life by reducing the impact of cardiovascular disease. Please use the following guidelines when considering a hyperlink involving the European Society of Cardiology Web Site.

3 SCOPE

Currently, these terms and conditions only cover the ESC Web Site found at the Internet web address www.escardio.org. The ESC reserves the right to amend the scope of this document at its own discretion and at any point in the future, should circumstances make such amendments necessary.

4 GENERAL WEB SITE POLICY

The Advisory Board of the ESC Web Site, as a committee, is responsible for the content of www.escardio.org. The ESC complies with the [HONcode principles](http://www.hon.ch/HONcode/Conduct.html) (<http://www.hon.ch/HONcode/Conduct.html>) of the [Health On the Net Foundation](http://www.hon.ch/HONcode/Conduct.html). The ESC encourages organisations that hyperlink to this Web Site to comply with the HONCode principles, especially regarding protection of the privacy rights of individuals, and to make reasonable efforts to provide accessible sites. Web site design and maintenance of the ESC Web Site and all hyperlinks remains the responsibility of the ESC.

5 EXTERNAL HYPERLINKING *FROM* THE ESC WEB SITE

The ESC hosts a number of hyperlinks to external web sites from [escardio.org](http://www.escardio.org). Most of the external hyperlinks on the ESC Web Site are in a section entitled Cardio Links (<http://www.escardio.org/knowledge/links/>). More external hyperlinks can be found that lead to additional information on the topic being viewed on [escardio.org](http://www.escardio.org). In providing these hyperlinks, the ESC does not endorse the content, products, services or viewpoints expressed by these external sites. In all circumstances, once you leave the ESC Web Site, the ESC Web Site terms and conditions no longer apply and you will be subject to the new site’s policies. The ESC is not in any way responsible for the content of third party web sites to which hyperlinks are provided. Please note that the ESC may, at any time, remove hyperlinks to any web site.

5.1 External Web sites requesting external hyperlinking

- 5.1.1 This policy sets out the characteristics of external web sites that will be considered for inclusion in the ESC Web Site.
- 5.1.2 The ESC reserves the right to reject any request for an external hyperlink from its Web site. In general, the ESC does not accept hyperlinks to external sites other than the ESC committees, other ESC-related societies, organisations and foundations, and other European component societies.
- 5.1.3 The ESC may consider hyperlink requests from the following, as long as they focus on cardiology in general and have a mission that is not in conflict with that of the ESC:
1. Medical Associations, Foundations, Organisations, and Societies (including National Societies of cardiology).
 2. Public Administrations, Associations, Organisations.
 3. Centres, Clinics, Hospitals, Institutes and Universities with accredited residencies and/or established research programs.
 4. Indexed, peer-reviewed medical publications as well as virtual journals.
 5. References, Medical and cardiology search engines and database web sites (including directories, libraries, guidelines and trials).
- 5.1.4 The ESC Web Site will not hyperlink to for-profit organisations unless specific criteria are met (other exceptions are noted below¹). Under some circumstances, the ESC Web Site may provide hyperlinks to a commercial organisation where such information is not available from non-commercial sites. For example, sites offering: free information; database(s); useful cardiology or research services; and sites that serve the public good whilst remaining consistent with the ESC mission. The decision to accept or reject a hyperlink is at the discretion of the ESC Web Advisory Board who will make their recommendations on a case-by-case basis. By establishing a web hyperlink with any external organisation, it should not be implied that such a hyperlink constitutes endorsement or support by the ESC of any such entity.

The ESC will never knowingly hyperlink to any tobacco, alcohol, pornographic, ammunition, gambling or firearms related companies or their subsidiary web sites.

5.2 External Web Sites Information

Hyperlinks should provide an access to valuable supplementary information about cardiology, related to reducing the impact of cardiovascular disease, or, to specific topics discussed on one of the ESC Web Site pages, e.g. prevention. In most cases involving a hyperlink from the ESC Web Site, the primary focus of your site should not be the sale of a product, service, or any

¹ **Exception for companies participating in ESC initiatives:**

The exception to the above policy will be a special hyperlinking area for those approved companies participating in specific ESC initiatives. However, the decision will still be at the discretion of the ESC Advisory Board that will make a recommendation about adding a hyperlink on a case-by-case basis. These exclusive companies may be eligible to have a hyperlink from a specific section to their company web site, according to special agreements with the ESC. That hyperlink will be established for a limited period of time associated with the initiative. Full details are included in the "ESC Electronic Communications Sponsorship & Promotions Policy".

corporate information. The source of the content should be established, respected and dependable. There should be contact information on the site as well as dates on pages to show the currency of the information. The site or page should be well organised and easy to use.

5.3 Content Reviewing Procedures

Content reviewing is via a workflow system implemented through the ESC's Content Management System. Authors submit content that is validated by an editor (Web Editor) appointed to oversee a particular topic area. The ESC Web Advisory Board and the ESC Web Team will moderate editor submitted content to ensure compliance with ESC policy, correct formatting and compliance to ESC Branding Guidelines [[link to online branding document](#)].

Persons having the correct level of authority may request updated workflow roles of the Web Team.

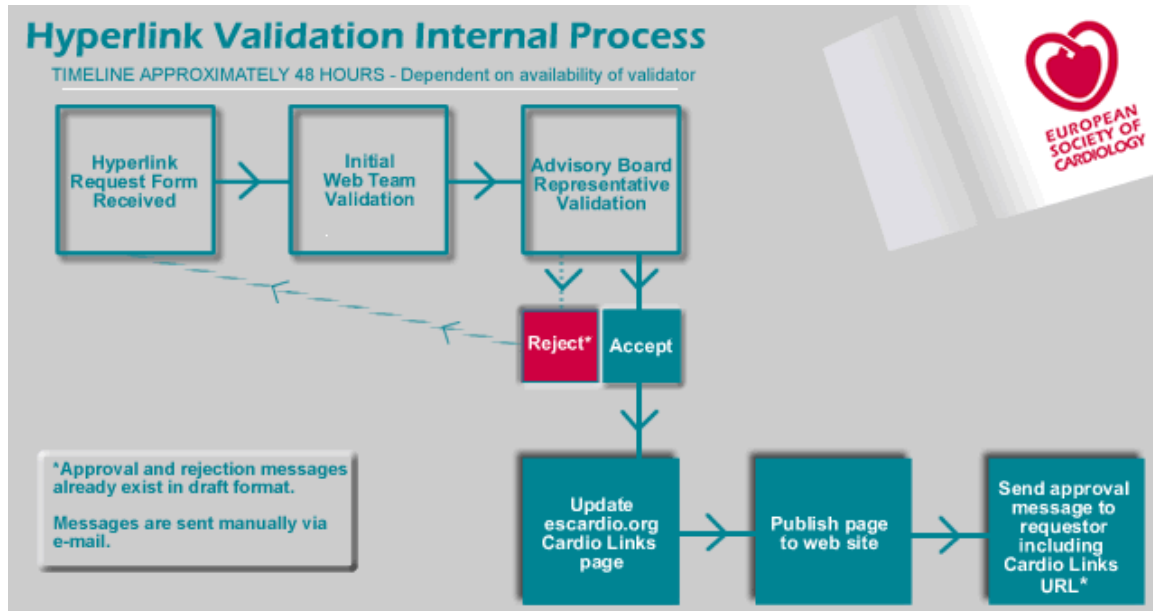
5.4 Request for a hyperlink from the ESC Web Site

At its own discretion, the ESC selects and hyperlinks to definitive sources of information about reliable cardiology topics.

- 5.4.1 You may consult the ESC's [Hyperlinks Checklist \(Appendix 1\)](#) when completing the obligatory request form for [External Hyperlinking \(Appendix 2\)](#), to request that a hyperlink be placed on the ESC Web Site.
- 5.4.2 In your contact message, please explain how the proposed hyperlink relates to this policy and contributes to the mission and enhancement of the ESC Web Site.
- 5.4.3 Ensure that a return contact name and email address is included.
- 5.4.4 Selection is based upon such factors as:
 - Stability and trustworthiness of the site
 - Benefit to the consumer or researcher
 - Reliability of the source of the information
 - Fitting the hyperlink within the ESC Web design and mission
 - Accessibility to people with disabilities
- 5.4.5 If a proposed hyperlink meets the criteria stated in this policy, it may still be declined at the discretion of the ESC.
- 5.4.6 If a hyperlink is approved, the administrators of the target site will be informed and the hyperlink established.
- 5.4.7 A reciprocal hyperlink back to the ESC Web Site is desired.
- 5.4.8 External hyperlinks may be removed or replaced at any time without notice. The ESC will remove a hyperlink if:
 - The hyperlink does not point to the original information or resource that was intended, i.e. sites should not redirect the viewer to a site the viewer did not intend to visit
 - The information is not accurate or trustworthy.
 - Access to the information is difficult due to poor formatting, lengthy download times, or intrusive advertising
 - The hyperlink is dead or remains unavailable for a lengthy period, especially if we are unable to contact you about your site's status

- The destination web site uses a mechanism that prevents viewers from returning to escardio.org
- Any other reason deemed appropriate by the ESC

5.5 Internal Procedure



5.6 External Hyperlink Identification

5.6.1 Accessing information on external hyperlinks

The ESC will endeavour to provide visitors with a simple access to information on external hyperlinks. The information will normally be accessed by clicking on a text link or icon that opens a pop-up browser window. The pop-up contains a version of the following descriptive text.

5.6.2 External hyperlink pop-up window text

A version of the following text shall be displayed within the abovementioned pop-up window:
“External hyperlinks are provided solely for your convenience and the provision of such hyperlinks must not be seen as an endorsement or certification, of any kind, by the ESC, affiliated staff or other Web Site contributors. The ESC is not responsible for the content of these hyperlinked sites (including without limitation, web sites which link to the ESC Web Site) and do not make any warranties or representations regarding the contents or materials available at such web sites.”

6 HYPERLINKING TO THE ESC WEB SITE

The purpose of the hyperlink should be to facilitate access to the ESC Web Site's content as an incidental reference. Hyperlinks to the ESC Web Site should not constitute a primary component of another organisation's site or electronic product, e.g. a web site out of the ESC's jurisdiction, which contains multiple hyperlinks to [escardio.org](http://www.escardio.org); little or no other content and attempts to present ESC content as its own.

6.1 Warnings

The ESC cannot be responsible for content on any web site or electronic product connected via a hyperlink to the ESC Web Site. Upon request, however, the ESC will investigate hyperlinks to its Web Site and attempt to determine if these are inappropriate or contrary to the ESC's stated terms and conditions (<http://www.escardio.org/termsandconditions.htm>) or the ESC corporate character. In such cases, the ESC will attempt to have the hyperlink removed.

6.2 Guidelines to hyperlink to the European Society of Cardiology Web Site:

Hyperlinking to the ESC Web Site is permitted under limited conditions:

- 6.2.1 Your site or electronic product cannot state or imply that the European Society of Cardiology endorses a company, product or service.
- 6.2.2 When hyperlinking to the ESC Web Site, you may not portray any person or subject in a false or misleading light.
- 6.2.3 Any hyperlink to the ESC Web Site should display the ESC Web Site unencumbered within a separate new window.
- 6.2.4 You may hyperlink to any of the ESC web pages, although some areas of the ESC Web Site are restricted and can only be accessed by using the correct password(s).
- 6.2.5 The ESC reserves the right to change web pages at any time without notice; it is your responsibility to continuously verify the integrity of your hyperlinks to the ESC web pages.
- 6.2.6 Plain text-only² hyperlinks using the European Society of Cardiology name are welcome. The name "European Society of Cardiology" and the logo of the European Society of Cardiology are registered trademarks. Prior to obtaining written permission, your site or electronic product cannot use the European ESC name, logo, slogan or other ESC marks in a stylised format. In addition, although most content on the ESC Web Site is public information, the ESC maintains, and will claim, a copyright interest in these pages. Please refer to the ESC Copyright Notice. Get permission to use a copy of the ESC corporate visuals within your web pages or electronic product, by completing an 'ESC Corporate Logos and Visuals Request Form' and outlining your intended use(s). Please note that any use of ESC logos and other branding elements is subject to ESC Branding Guidelines. Please do not capture the ESC pages within your frames, or otherwise present the ESC Web Site content as your own by the text description related to the hyperlink, or by using any visual modification mechanisms/tools.

² For the purposes of this document, 'Plain-text' can include common fonts such as Arial, Times New Roman, Helvetica or other basic serif or sans-serif fonts.

- 6.2.7 We kindly ask that you do not present your content using the ESC Branding Guidelines to give the impression that the content is sourced from the ESC, the exception being where specific permission has been obtained from the ESC.
- 6.2.8 In addition to hyperlinking to specific web pages within the ESC Web Site, also provide a hyperlink to the ESC home page. The ESC kindly requests that you only hyperlink to the ESC Web Site using the following url: <http://www.escardio.org>, especially when linking from an electronic product, e.g. CD-ROM, DVD or other non-modifiable electronic supports.
- 6.2.9 Once you have created a hyperlink to the ESC Web Site, please test the hyperlink to confirm that it works and then notify the ESC using the ESC Webmaster mailbox (webmaster@escardio.org).

7 USE OF ESC CONTENT AND DOWNLOADABLE DOCUMENTS (NEW)

Content provided on the ESC Web Site is copyright of the European Society of Cardiology.

Such content is available for personal and educational use. It can be viewed, printed or downloaded. Providing the above rules are followed it is possible to link to this content from an external website or online medium.

Downloadable content must physically stay on the website and servers of the European Society of Cardiology (or one of its sub-websites). The ESC does not allow for downloadable content (e.g. Guidelines) to be inserted in external websites, pages, portals or servers, unless specific exceptional permission has been granted for such.

Content (text and/or imagery) from the Web Site may only be copied with full prior authorisation by the European Society of Cardiology and clearly stating the origin and copyright of this material.

8 RECIPROCAL HYPERLINKS

The ESC Web Site does not systematically enter into reciprocal hyperlink agreements. The ESC provides hyperlinks to sites that are appropriate to the ESC mission (<http://www.escardio.org>). The creation of a hyperlink to your site does not obligate you to provide a hyperlink back to us, but this is generally encouraged.

9 SPONSORSHIP AND PROMOTIONAL HYPERLINKS

Hyperlinks related to sponsorship and promotional initiatives are covered by the ESC Web Site Electronic Communications Sponsorship and Promotions Policy; please refer to this policy for further information (webmaster@escardio.org).

10 INDEMNITY

The ESC is not responsible for a loss of hyperlink service and may discontinue a site hyperlink at any time.

11 ESC WEBMASTER INFORMATION

For further information about the ESC Web Site or to request a hyperlink in writing, please send an e-mail to: webmaster@escardio.org or write or Fax the ESC Office, The European Heart House, 2035 Route des Colles, B.P. 179 - Les Templiers, FR-06903 Sophia Antipolis, France, Fax : +33.4.92.94.76.01.

12 CONTACTING THE ESC WITH HYPERLINK QUERIES

If you find a hyperlink that is inactive or you have any concerns or questions about a hyperlink, please contact us. We will do our very best to respond promptly to your concern.

13 REQUESTING A HYPERLINK ON ESCARDIO.ORG

If you feel your web site meets these requirements and would like to request that we add your hyperlink to our site, you may contact us at webmaster@escardio.org.

You may refer to the [Hyperlinks Checklist](#) used by the ESC when validating or reviewing hyperlinks ([Appendix 1](#)) to aid you when completing the request form for [External Hyperlinking](#) ([Appendix 2](#)).

Due to the volume of requests we receive, we are unable to respond to all, however we will notify you if we are able to add your hyperlink to our site.

14 APPENDIX 1 - CHECKLIST

ESC Web Site Hyperlinks – Terms and Conditions of Use - CHECKLIST

Hyperlinking FROM the ESC Web Site:

- Correctly completed ESC Web Site External Hyperlinking Request Form

General Policy:

- Validation by the ESC Web Advisory Board after their final discretionary decision
- Web Site complies with HONcode principles of the Health On the Net Foundation (especially regarding privacy rights of individuals)

Web sites that can be considered for external hyperlinking:

- Medical Associations, Foundations, Organisations, and (National) Societies
- Public Administrations, Associations, Organisations
- Centres, Clinics, Hospitals, Institutes and Universities
- Indexed, peer-reviewed medical publications as well as virtual journals
- References, Medical and cardiology search engines and database web sites (including directories, libraries, guidelines and trials)
- Sites with info. unavailable on non-commercial sites, but consistent with ESC mission
- ESC initiative related **Note:** Refer to initiatives' own specific rules

Suitability:

- Stability and trustworthiness of the site
- Benefit to the consumer or researcher
- Reliability of the source of the information
- Fitting the hyperlink within the ESC Web design and mission
- Accessibility to people with disabilities

Removal criteria:

- Hyperlink no longer functions or does not point to originally validated information
- Information is no longer accurate or trustworthy
- Poor accessibility issues (format, download time, intrusive advertising)
- Viewers cannot return easily to the ESC Web Site

External Hyperlink Identification:

- Hyperlink is identified as external with standard text

Sponsorship and Promotional Hyperlinks:

- Hyperlink relates to sponsorship or promotional initiatives: refer to Electronic Communications Sponsorship and Promotions Policy [\[link\]](#)

Hyperlinking TO the ESC Web Site:

General Policy:

- Link(s) not primary component of external web site
- Does not display ESC content as if it was their own

Inbound link guideline compliance:

- Site does not state or imply ESC endorsement of contents
- Persons or subjects are not displayed in false/misleading light
- ESC Web Site displayed in new window unencumbered
- Links are plain-text only, if not, refer to ESC Branding Guidelines [\[link\]](#)
- Assure content does not appear as if ESC sourced, unless has appropriate permission
- Hyperlink to ESC home page at www.escardio.org exists
- Hyperlink functions correctly

Web site information:

- Site contains valuable supplementary cardiology information
- Primary site focus not product/service sales or corporate information
- Content established, respected and dependable
- Well organised site with contact and content publication date details

15 APPENDIX 2 –EXTERNAL HYPERLINKING REQUEST



ESC WEB SITE EXTERNAL HYPERLINKING REQUEST FORM		
Please fill in and return this form to:		
ESC/Webmaster 2035 Route des Colles, Les Templiers, B.P. 179 06903 Sophia Antipolis Cedex / France		Tel : +33-4-92 94 86 71 Fax : +33-4-92 94 86 69 e-mail : webmaster@escardio.org
1	CONDITIONS	
1) Creation of an External Hyperlink from the ESC Web Site is subject, in each instance, to prior agreement by the ESC. 2) Requests for an External Hyperlink from the ESC Web Site will be reviewed and approved by the ESC. 3) Requests must be on this official form and must be sent by mail or fax to ESC for approval. One form per hyperlink request, duplicated if needed. 4) Submitting a request does not guarantee approval.		
2	COMPANY/ ORGANISATION	
Name: Contact Person: Address: Phone: Fax: Email: Company's URL:		
Professional category <input type="checkbox"/> Medical Association, Foundation, Organisation, or Society <input type="checkbox"/> Publisher <input type="checkbox"/> Centre, Clinic, Hospital, Institute or University <input type="checkbox"/> Industry <input type="checkbox"/> Public Administration, Association, Organisation <input type="checkbox"/> Media <input type="checkbox"/> Other: Request submitted on behalf of (Company + Address)		
3	INTENDED EXTERNAL WEB SITE TO BE LINKED TO THE ESC WEB SITE	
Full description of how the proposed hyperlink relates to the ESC Web Site Hyperlinking Policy and contributes to the mission and enhancement of the ESC Web Site:		
Who is responsible for the financial aspects of the web site:		
Are there any other interests to disclose, e.g. ties to pharmaceutical or medical device manufacturing companies, CRO's or similar consulting companies, or direct links through to any officer, committee or working group chairperson of the ESC?		
Link Expiry Date: URL to hyperlink (if different from company URL above):		
4	AGREEMENT SIGNATORY	
Company	Name: Address:	
Contact Person	Name: Phone:	Department: e-mail:
Date	Name	Signature
		<i>Official Contact Person only</i>